

Fig. 3

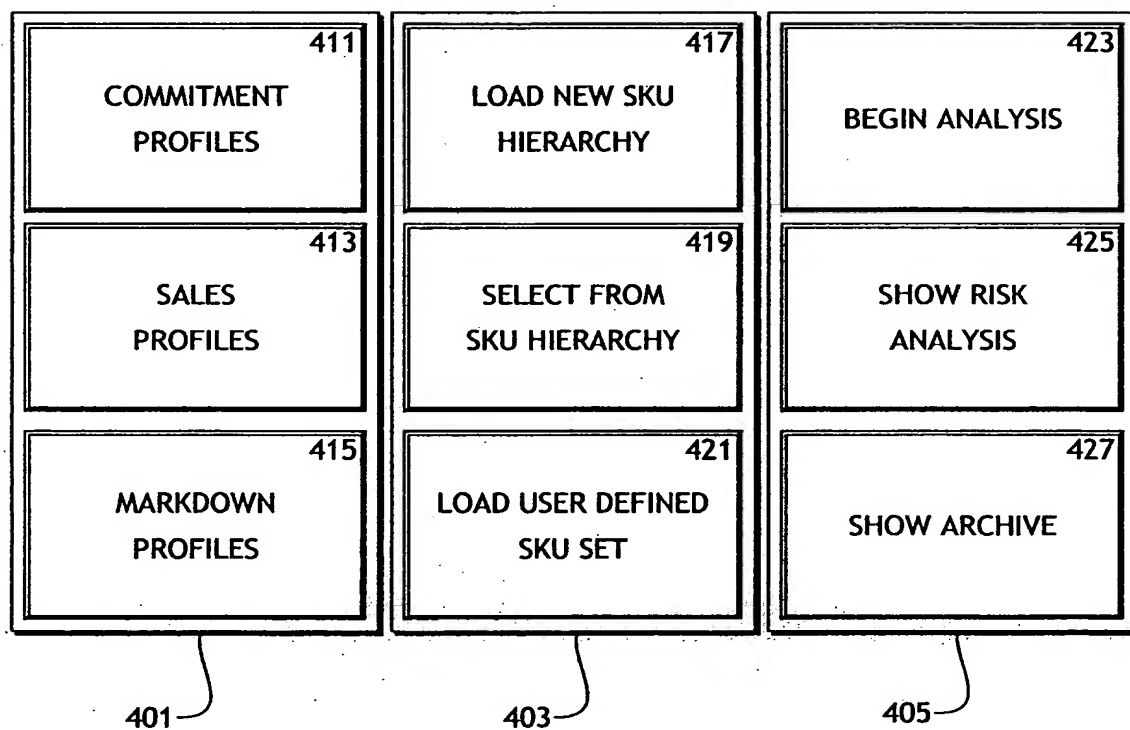


Fig. 12

430

| SALES PROFILES |                   |                    |                       |                         |                    |                      |                      |                |                          |                       |                |                      |
|----------------|-------------------|--------------------|-----------------------|-------------------------|--------------------|----------------------|----------------------|----------------|--------------------------|-----------------------|----------------|----------------------|
| NAME<br>NUMBER | BASE<br>CASE<br>1 | TRICEP<br>BAR<br>2 | SKIPPING<br>ROPE<br>3 | AEROBIC<br>WEIGHTS<br>4 | CAST<br>DISCS<br>5 | ABDOMINI<br>SER<br>6 | EXERCISE<br>MAT<br>7 | HAND BARS<br>8 | FISHING<br>UMBRELLA<br>9 | FREE<br>WEIGHTS<br>10 | RUCKSACK<br>11 | FISHING<br>NET<br>12 |
| 1              | 100               | 68.0               | 192.0                 | 118.0                   | 99.0               | 123.0                | 84.0                 | 100.0          | 8.0                      | 171.0                 | 139.0          | 91.0                 |
| 2              | 100               | 82.0               | 181.0                 | 127.0                   | 126.0              | 129.0                | 92.0                 | 125.0          | 11.0                     | 182.0                 | 142.0          | 75.0                 |
| 3              | 100               | 103.0              | 197.0                 | 125.0                   | 115.0              | 169.0                | 66.0                 | 117.0          | 29.0                     | 204.0                 | 142.0          | 89.0                 |
| 4              | 100               | 80.0               | 191.0                 | 118.0                   | 129.0              | 126.0                | 67.0                 | 133.0          | 25.0                     | 216.0                 | 163.0          | 77.0                 |
| 5              | 100               | 78.0               | 222.0                 | 111.0                   | 99.0               | 144.0                | 61.0                 | 115.0          | 27.0                     | 221.0                 | 139.0          | 93.0                 |
| 6              | 100               | 78.0               | 185.0                 | 128.0                   | 122.0              | 125.0                | 55.0                 | 135.0          | 22.0                     | 201.0                 | 103.0          | 69.0                 |
| 7              | 100               | 58.0               | 174.0                 | 113.0                   | 127.0              | 145.0                | 102.0                | 123.0          | 18.0                     | 207.0                 | 77.0           | 67.0                 |
| 8              | 100               | 76.0               | 138.0                 | 105.0                   | 108.0              | 120.0                | 126.0                | 118.0          | 31.0                     | 177.0                 | 104.0          | 81.0                 |
| 9              | 100               | 69.0               | 148.0                 | 134.0                   | 116.0              | 151.0                | 142.0                | 125.0          | 30.0                     | 210.0                 | 82.0           | 78.0                 |
| 10             | 100               | 90.0               | 125.0                 | 143.0                   | 90.0               | 140.0                | 134.0                | 134.0          | 46.0                     | 181.0                 | 103.0          | 60.0                 |
| 11             | 100               | 79.0               | 127.0                 | 137.0                   | 82.0               | 121.0                | 105.0                | 132.0          | 93.0                     | 176.0                 | 93.0           | 54.0                 |
| 12             | 100               | 78.0               | 151.0                 | 126.0                   | 135.0              | 160.0                | 83.0                 | 94.0           | 61.0                     | 190.0                 | 99.0           | 35.0                 |
| 13             | 100               | 70.0               | 127.0                 | 94.0                    | 98.0               | 177.0                | 77.0                 | 128.0          | 75.0                     | 189.0                 | 82.0           | 65.0                 |
| 14             | 100               | 77.0               | 190.0                 | 121.0                   | 84.0               | 221.0                | 89.0                 | 130.0          | 80.0                     | 208.0                 | 119.0          | 54.0                 |
| 15             | 100               | 67.0               | 157.0                 | 102.0                   | 85.0               | 244.0                | 70.0                 | 160.0          | 84.0                     | 228.0                 | 121.0          | 72.0                 |
| 16             | 100               | 82.0               | 183.0                 | 134.0                   | 122.0              | 318.0                | 102.0                | 134.0          | 94.0                     | 214.0                 | 135.0          | 80.0                 |
| 17             | 100               | 89.0               | 196.0                 | 143.0                   | 145.0              | 394.0                | 109.0                | 144.0          | 108.0                    | 214.0                 | 160.0          | 94.0                 |
| 18             | 100               | 94.0               | 208.0                 | 152.0                   | 176.0              | 473.0                | 116.0                | 152.0          | 124.0                    | 244.0                 | 188.0          | 111.0                |
| 19             | 100               | 96.0               | 213.0                 | 157.0                   | 195.0              | 537.0                | 119.0                | 157.0          | 149.0                    | 250.0                 | 204.0          | 121.0                |
| 20             | 100               | 94.0               | 209.0                 | 153.0                   | 213.00             | 554.0                | 117.0                | 153.0          | 153.0                    | 246.0                 | 214.0          | 127.0                |
| 21             | 100               | 101.0              | 223.0                 | 163.0                   | 255.0              | 636.0                | 125.0                | 165.0          | 192.0                    | 263.0                 | 253.0          | 151.0                |
| 22             | 100               | 84.0               | 187.0                 | 136.0                   | 256.0              | 648.0                | 105.0                | 138.0          | 250.0                    | 220.0                 | 230.0          | 136.0                |
| 23             | 100               | 50.0               | 111.0                 | 80.0                    | 87.0               | 264.0                | 61.0                 | 81.0           | 182.0                    | 130.0                 | 75.0           | 43.0                 |
| 24             | 100               | 70.0               | 154.0                 | 113.0                   | 91.0               | 207.0                | 87.0                 | 114.0          | 165.0                    | 181.0                 | 87.0           | 51.0                 |
| 25             | 100               | 77.0               | 168.0                 | 123.0                   | 88.0               | 173.0                | 94.0                 | 124.0          | 138.0                    | 197.0                 | 91.0           | 54.0                 |
| 26             | 100               | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 27             | 100               | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 28             | 100               | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |

Fig. 13

| SELECT SKUS        |            |           |           |           |             |             |                              |          |                                      |             |                                      |          |                                      |             |                                      |          |                                      |             |                                      |
|--------------------|------------|-----------|-----------|-----------|-------------|-------------|------------------------------|----------|--------------------------------------|-------------|--------------------------------------|----------|--------------------------------------|-------------|--------------------------------------|----------|--------------------------------------|-------------|--------------------------------------|
| CLASS              |            | SUB CLASS |           | SUB CLASS |             | STYLE       |                              | STYLE    |                                      | OPTION      |                                      | OPTION   |                                      | DESCRIPTION |                                      | NUMBER   |                                      | SKU         |                                      |
| NUMBER DESCRIPTION |            | NUMBER    |           | NUMBER    |             | DESCRIPTION |                              | NUMBER   |                                      | DESCRIPTION |                                      | NUMBER   |                                      | DESCRIPTION |                                      | NUMBER   |                                      | DESCRIPTION |                                      |
| 514                | FOOD GIFTS | 214       | COOK SETS | 351000    | SIZZLER SE  | 3510004646  | SIZZLER SET: NO COL:ONE SIZE | 20988272 | SIZZLER SET: NO COL:ONE SIZE         | 20988272    | SIZZLER SET: NO COL:ONE SIZE         | 20988272 | SIZZLER SET: NO COL:ONE SIZE         | 20988272    | SIZZLER SET: NO COL:ONE SIZE         | 20988272 | SIZZLER SET: NO COL:ONE SIZE         | 20988272    | SIZZLER SET: NO COL:ONE SIZE         |
| 514                | FOOD GIFTS | 214       | COOK SETS | 351002    | BOOK SETS   | 3510027467  | BOOK SETS:INDIA              | 21019915 | BOOK SETS:INDIA:ONE SIZE             | 21019915    | BOOK SETS:INDIA:ONE SIZE             | 21019915 | BOOK SETS:INDIA:ONE SIZE             | 21019915    | BOOK SETS:INDIA:ONE SIZE             | 21019915 | BOOK SETS:INDIA:ONE SIZE             | 21019915    | BOOK SETS:INDIA:ONE SIZE             |
| 514                | FOOD GIFTS | 214       | COOK SETS | 351002    | BOOK SETS   | 3510027468  | BOOK SETS:FREN               | 21019914 | BOOK SETS:FREN:ONE SIZE              | 21019914    | BOOK SETS:FREN:ONE SIZE              | 21019914 | BOOK SETS:FREN:ONE SIZE              | 21019914    | BOOK SETS:FREN:ONE SIZE              | 21019914 | BOOK SETS:FREN:ONE SIZE              | 21019914    | BOOK SETS:FREN:ONE SIZE              |
| 514                | FOOD GIFTS | 214       | COOK SETS | 351002    | BOOK SETS   | 3510027476  | BOOK SETS:ITALI              | 21019913 | BOOK SETS:ITALI:ONE SIZE             | 21019913    | BOOK SETS:ITALI:ONE SIZE             | 21019913 | BOOK SETS:ITALI:ONE SIZE             | 21019913    | BOOK SETS:ITALI:ONE SIZE             | 21019913 | BOOK SETS:ITALI:ONE SIZE             | 21019913    | BOOK SETS:ITALI:ONE SIZE             |
| 514                | FOOD GIFTS | 214       | COOK SETS | 351005    | TORTILLA W  | 3510054646  | TORTILLA WARM                | 20988781 | TORTILLA WARM:ONE SIZE               | 20988781    | TORTILLA WARM:ONE SIZE               | 20988781 | TORTILLA WARM:ONE SIZE               | 20988781    | TORTILLA WARM:ONE SIZE               | 20988781 | TORTILLA WARM:ONE SIZE               | 20988781    | TORTILLA WARM:ONE SIZE               |
| 514                | FOOD GIFTS | 214       | COOK SETS | 351006    | BAMBOO S    | 3510064646  | BAMBOO SATAY                 | 20998937 | BAMBOO SATAY SET:ONE SIZE            | 20998937    | BAMBOO SATAY SET:ONE SIZE            | 20998937 | BAMBOO SATAY SET:ONE SIZE            | 20998937    | BAMBOO SATAY SET:ONE SIZE            | 20998937 | BAMBOO SATAY SET:ONE SIZE            | 20998937    | BAMBOO SATAY SET:ONE SIZE            |
| 514                | FOOD GIFTS | 214       | COOK SETS | 351007    | CHINESE DI  | 3510074646  | CHINESE DIP SET              | 20998932 | CHINESE DIP SET:ONE SIZE             | 20998932    | CHINESE DIP SET:ONE SIZE             | 20998932 | CHINESE DIP SET:ONE SIZE             | 20998932    | CHINESE DIP SET:ONE SIZE             | 20998932 | CHINESE DIP SET:ONE SIZE             | 20998932    | CHINESE DIP SET:ONE SIZE             |
| 514                | FOOD GIFTS | 214       | COOK SETS | 351009    | NAAN SET    | 3510094646  | NAAN SET:NO CO               | 20998938 | NAAN SET:NO CO:ONE SIZE              | 20998938    | NAAN SET:NO CO:ONE SIZE              | 20998938 | NAAN SET:NO CO:ONE SIZE              | 20998938    | NAAN SET:NO CO:ONE SIZE              | 20998938 | NAAN SET:NO CO:ONE SIZE              | 20998938    | NAAN SET:NO CO:ONE SIZE              |
| 514                | FOOD GIFTS | 214       | COOK SETS | 351012    | THAI TRAY   | 3510124646  | THAI TRAY:NO C               | 21003306 | THAI TRAY:NO CO:ONE SIZE             | 21003306    | THAI TRAY:NO CO:ONE SIZE             | 21003306 | THAI TRAY:NO CO:ONE SIZE             | 21003306    | THAI TRAY:NO CO:ONE SIZE             | 21003306 | THAI TRAY:NO CO:ONE SIZE             | 21003306    | THAI TRAY:NO CO:ONE SIZE             |
| 514                | FOOD GIFTS | 214       | COOK SETS | 351013    | RICE STEA   | 3510134646  | RICE STEAMER:N               | 20998934 | RICE STEAMER:NO COL:ONE SIZE         | 20998934    | RICE STEAMER:NO COL:ONE SIZE         | 20998934 | RICE STEAMER:NO COL:ONE SIZE         | 20998934    | RICE STEAMER:NO COL:ONE SIZE         | 20998934 | RICE STEAMER:NO COL:ONE SIZE         | 20998934    | RICE STEAMER:NO COL:ONE SIZE         |
| 514                | FOOD GIFTS | 214       | COOK SETS | 351014    | GARLIC BO   | 3510144646  | GARLIC BOOK SE               | 21003302 | GARLIC BOOK SET:ONE SIZE             | 21003302    | GARLIC BOOK SET:ONE SIZE             | 21003302 | GARLIC BOOK SET:ONE SIZE             | 21003302    | GARLIC BOOK SET:ONE SIZE             | 21003302 | GARLIC BOOK SET:ONE SIZE             | 21003302    | GARLIC BOOK SET:ONE SIZE             |
| 514                | FOOD GIFTS | 214       | COOK SETS | 351154    | CIABATTA    | 3511549999  | CIABATTA SET:N               | 20875492 | CIABATTA SET:NO COLOUR:ONE SIZE      | 20875492    | CIABATTA SET:NO COLOUR:ONE SIZE      | 20875492 | CIABATTA SET:NO COLOUR:ONE SIZE      | 20875492    | CIABATTA SET:NO COLOUR:ONE SIZE      | 20875492 | CIABATTA SET:NO COLOUR:ONE SIZE      | 20875492    | CIABATTA SET:NO COLOUR:ONE SIZE      |
| 514                | FOOD GIFTS | 610       | CANT COOK | 351100    | CHILLI HOT  | 3511004646  | CHILLI HOT SAU               | 20998947 | CHILLI HOT SAUCE:ONE SIZE            | 20998947    | CHILLI HOT SAUCE:ONE SIZE            | 20998947 | CHILLI HOT SAUCE:ONE SIZE            | 20998947    | CHILLI HOT SAUCE:ONE SIZE            | 20998947 | CHILLI HOT SAUCE:ONE SIZE            | 20998947    | CHILLI HOT SAUCE:ONE SIZE            |
| 514                | FOOD GIFTS | 610       | CANT COOK | 351101    | DOCTOR SC   | 3511014646  | DOCTOR SCARY                 | 20998948 | DOCTOR SCARY PICKLES:NO COL:ONE SIZE | 20998948    | DOCTOR SCARY PICKLES:NO COL:ONE SIZE | 20998948 | DOCTOR SCARY PICKLES:NO COL:ONE SIZE | 20998948    | DOCTOR SCARY PICKLES:NO COL:ONE SIZE | 20998948 | DOCTOR SCARY PICKLES:NO COL:ONE SIZE | 20998948    | DOCTOR SCARY PICKLES:NO COL:ONE SIZE |
| 514                | FOOD GIFTS | 610       | CANT COOK | 351102    | BEER SOUF   | 3511024646  | BEER SOUP:NO C               | 20998949 | BEER SOUP:NO COL:ONE SIZE            | 20998949    | BEER SOUP:NO COL:ONE SIZE            | 20998949 | BEER SOUP:NO COL:ONE SIZE            | 20998949    | BEER SOUP:NO COL:ONE SIZE            | 20998949 | BEER SOUP:NO COL:ONE SIZE            | 20998949    | BEER SOUP:NO COL:ONE SIZE            |
| 514                | FOOD GIFTS | 610       | CANT COOK | 351103    | FRIDAY NIG  | 3511034646  | FRIDAY NIGHT C               | 20998951 | FRIDAY NIGHT CURRY:NO COL:ONE SIZE   | 20998951    | FRIDAY NIGHT CURRY:NO COL:ONE SIZE   | 20998951 | FRIDAY NIGHT CURRY:NO COL:ONE SIZE   | 20998951    | FRIDAY NIGHT CURRY:NO COL:ONE SIZE   | 20998951 | FRIDAY NIGHT CURRY:NO COL:ONE SIZE   | 20998951    | FRIDAY NIGHT CURRY:NO COL:ONE SIZE   |
| 514                | FOOD GIFTS | 610       | CANT COOK | 351104    | KILLER CHIL | 3511044646  | KILLER CHILLI:N              | 20998952 | KILLER CHILLI:NO COL:ONE SIZE        | 20998952    | KILLER CHILLI:NO COL:ONE SIZE        | 20998952 | KILLER CHILLI:NO COL:ONE SIZE        | 20998952    | KILLER CHILLI:NO COL:ONE SIZE        | 20998952 | KILLER CHILLI:NO COL:ONE SIZE        | 20998952    | KILLER CHILLI:NO COL:ONE SIZE        |
| 514                | FOOD GIFTS | 610       | CANT COOK | 351105    | COWBOY BI   | 3511054646  | COWBOY BEAN S                | 20998960 | COWBOY BEAN SOUP:NO COL:ONE SIZE     | 20998960    | COWBOY BEAN SOUP:NO COL:ONE SIZE     | 20998960 | COWBOY BEAN SOUP:NO COL:ONE SIZE     | 20998960    | COWBOY BEAN SOUP:NO COL:ONE SIZE     | 20998960 | COWBOY BEAN SOUP:NO COL:ONE SIZE     | 20998960    | COWBOY BEAN SOUP:NO COL:ONE SIZE     |
| 514                | FOOD GIFTS | 610       | CANT COOK | 351106    | WINE PIZZA  | 3511064646  | WINE PIZZA:NO                | 20998961 | WINE PIZZA:NO COL:ONE SIZE           | 20998961    | WINE PIZZA:NO COL:ONE SIZE           | 20998961 | WINE PIZZA:NO COL:ONE SIZE           | 20998961    | WINE PIZZA:NO COL:ONE SIZE           | 20998961 | WINE PIZZA:NO COL:ONE SIZE           | 20998961    | WINE PIZZA:NO COL:ONE SIZE           |
| 514                | FOOD GIFTS | 610       | CANT COOK | 351107    | MEGA COFI   | 3511144646  | MEGA COFFEE:N                | 20998962 | MEGA COFFEE:NO COL:ONE SIZE          | 20998962    | MEGA COFFEE:NO COL:ONE SIZE          | 20998962 | MEGA COFFEE:NO COL:ONE SIZE          | 20998962    | MEGA COFFEE:NO COL:ONE SIZE          | 20998962 | MEGA COFFEE:NO COL:ONE SIZE          | 20998962    | MEGA COFFEE:NO COL:ONE SIZE          |
| 514                | FOOD GIFTS | 610       | CANT COOK | 351108    | DRINK MIX   | 3511084646  | DRINK MIX:NO C               | 20998963 | DRINK MIX:NO COL:ONE SIZE            | 20998963    | DRINK MIX:NO COL:ONE SIZE            | 20998963 | DRINK MIX:NO COL:ONE SIZE            | 20998963    | DRINK MIX:NO COL:ONE SIZE            | 20998963 | DRINK MIX:NO COL:ONE SIZE            | 20998963    | DRINK MIX:NO COL:ONE SIZE            |
| 514                | FOOD GIFTS | 610       | CANT COOK | 351109    | DRINK MIX   | 3540254646  | DRINK MIX:B MA               | 21042549 | DRINK MIX:B MARY:ONE SIZE            | 21042549    | DRINK MIX:B MARY:ONE SIZE            | 21042549 | DRINK MIX:B MARY:ONE SIZE            | 21042549    | DRINK MIX:B MARY:ONE SIZE            | 21042549 | DRINK MIX:B MARY:ONE SIZE            | 21042549    | DRINK MIX:B MARY:ONE SIZE            |
| 514                | FOOD GIFTS | 610       | CANT COOK | 351110    | HOT TOMA    | 3511104646  | HOT TOMATOE                  | 20998965 | HOT TOMATOE SAUCE:NO COL:ONE SIZE    | 20998965    | HOT TOMATOE SAUCE:NO COL:ONE SIZE    | 20998965 | HOT TOMATOE SAUCE:NO COL:ONE SIZE    | 20998965    | HOT TOMATOE SAUCE:NO COL:ONE SIZE    | 20998965 | HOT TOMATOE SAUCE:NO COL:ONE SIZE    | 20998965    | HOT TOMATOE SAUCE:NO COL:ONE SIZE    |
| 514                | FOOD GIFTS | 610       | CANT COOK | 351111    | CHILLIBEEF  | 3511114646  | CHILLI BEER & N              | 21009048 | CHILLI BEER & NUTS:NO COL:ONE SIZE   | 21009048    | CHILLI BEER & NUTS:NO COL:ONE SIZE   | 21009048 | CHILLI BEER & NUTS:NO COL:ONE SIZE   | 21009048    | CHILLI BEER & NUTS:NO COL:ONE SIZE   | 21009048 | CHILLI BEER & NUTS:NO COL:ONE SIZE   | 21009048    | CHILLI BEER & NUTS:NO COL:ONE SIZE   |
| 514                | FOOD GIFTS | 610       | CANT COOK | 351112    | BREAKFAS    | 3557104646  | BREAKFAST CER                | 21020258 | BREAKFAST CEREAL:NO COL:ONE SIZE     | 21020258    | BREAKFAST CEREAL:NO COL:ONE SIZE     | 21020258 | BREAKFAST CEREAL:NO COL:ONE SIZE     | 21020258    | BREAKFAST CEREAL:NO COL:ONE SIZE     | 21020258 | BREAKFAST CEREAL:NO COL:ONE SIZE     | 21020258    | BREAKFAST CEREAL:NO COL:ONE SIZE     |
| 514                | FOOD GIFTS | 610       | CANT COOK | 351113    | SAUCE-CHI   | 3519174646  | SAUCE CHICKEN:               | 21020260 | SAUCE CHICKEN:NO COL:ONE SIZE        | 21020260    | SAUCE CHICKEN:NO COL:ONE SIZE        | 21020260 | SAUCE CHICKEN:NO COL:ONE SIZE        | 21020260    | SAUCE CHICKEN:NO COL:ONE SIZE        | 21020260 | SAUCE CHICKEN:NO COL:ONE SIZE        | 21020260    | SAUCE CHICKEN:NO COL:ONE SIZE        |
| 514                | FOOD GIFTS | 610       | CANT COOK | 351114    | SAUCE-BUF   | 3545024646  | SAUCE BURGER:                | 21020262 | SAUCE BURGER:NO COL:ONE SIZE         | 21020262    | SAUCE BURGER:NO COL:ONE SIZE         | 21020262 | SAUCE BURGER:NO COL:ONE SIZE         | 21020262    | SAUCE BURGER:NO COL:ONE SIZE         | 21020262 | SAUCE BURGER:NO COL:ONE SIZE         | 21020262    | SAUCE BURGER:NO COL:ONE SIZE         |
| 514                | FOOD GIFTS | 610       | CANT COOK | 351258    | CHILLI HOT  | 3512589999  | CHILLI HOT SAU               | 20875546 | CHILLI HOT SAUCE:NO COL:ONE SIZE     | 20875546    | CHILLI HOT SAUCE:NO COL:ONE SIZE     | 20875546 | CHILLI HOT SAUCE:NO COL:ONE SIZE     | 20875546    | CHILLI HOT SAUCE:NO COL:ONE SIZE     | 20875546 | CHILLI HOT SAUCE:NO COL:ONE SIZE     | 20875546    | CHILLI HOT SAUCE:NO COL:ONE SIZE     |
| 514                | FOOD GIFTS | 611       | UMBRIA    | 351201    | SALAD DRE   | 3512014646  | SALAD DRESSIN                | 20998966 | SALAD DRESSING KIT:NO COL:ONE SIZE   | 20998966    | SALAD DRESSING KIT:NO COL:ONE SIZE   | 20998966 | SALAD DRESSING KIT:NO COL:ONE SIZE   | 20998966    | SALAD DRESSING KIT:NO COL:ONE SIZE   | 20998966 | SALAD DRESSING KIT:NO COL:ONE SIZE   | 20998966    | SALAD DRESSING KIT:NO COL:ONE SIZE   |
| 514                | FOOD GIFTS | 611       | UMBRIA    | 351202    | OIL & VINEG | 3512024646  | OIL & VINEGAR                | 20998967 | OIL & VINEGAR RACK:NO COL:ONE SIZE   | 20998967    | OIL & VINEGAR RACK:NO COL:ONE SIZE   | 20998967 | OIL & VINEGAR RACK:NO COL:ONE SIZE   | 20998967    | OIL & VINEGAR RACK:NO COL:ONE SIZE   | 20998967 | OIL & VINEGAR RACK:NO COL:ONE SIZE   | 20998967    | OIL & VINEGAR RACK:NO COL:ONE SIZE   |
| 514                | FOOD GIFTS | 611       | UMBRIA    | 351203    | OLIVES & DI | 3512034646  | OLIVES & DISH S              | 20998968 | OLIVES & DISH SET:NO COL:ONE SIZE    | 20998968    | OLIVES & DISH SET:NO COL:ONE SIZE    | 20998968 | OLIVES & DISH SET:NO COL:ONE SIZE    | 20998968    | OLIVES & DISH SET:NO COL:ONE SIZE    | 20998968 | OLIVES & DISH SET:NO COL:ONE SIZE    | 20998968    | OLIVES & DISH SET:NO COL:ONE SIZE    |
| 514                | FOOD GIFTS | 611       | UMBRIA    | 351204    | ITALIAN BA  | 3512044646  | ITALIAN BASKET:              | 20998969 | ITALIAN BASKET:NO COL:ONE SIZE       | 20998969    | ITALIAN BASKET:NO COL:ONE SIZE       | 20998969 | ITALIAN BASKET:NO COL:ONE SIZE       | 20998969    | ITALIAN BASKET:NO COL:ONE SIZE       | 20998969 | ITALIAN BASKET:NO COL:ONE SIZE       | 20998969    | ITALIAN BASKET:NO COL:ONE SIZE       |
| 514                | FOOD GIFTS | 611       | UMBRIA    | 351205    | SPAGHETT    | 3512054646  | SPAGHETTI JAR:               | 20988970 | SPAGHETTI JAR:NO COL:ONE SIZE        | 20988970    | SPAGHETTI JAR:NO COL:ONE SIZE        | 20988970 | SPAGHETTI JAR:NO COL:ONE SIZE        | 20988970    | SPAGHETTI JAR:NO COL:ONE SIZE        | 20988970 | SPAGHETTI JAR:NO COL:ONE SIZE        | 20988970    | SPAGHETTI JAR:NO COL:ONE SIZE        |
| 514                | FOOD GIFTS | 611       | UMBRIA    | 351206    | LAYERED P   | 3512067375  | LAYERED PULSES               | 21000157 | LAYERED PULSES:TALL:ONE SIZE         | 21000157    | LAYERED PULSES:TALL:ONE SIZE         | 21000157 | LAYERED PULSES:TALL:ONE SIZE         | 21000157    | LAYERED PULSES:TALL:ONE SIZE         | 21000157 | LAYERED PULSES:TALL:ONE SIZE         | 21000157    | LAYERED PULSES:TALL:ONE SIZE         |

Fig. 14

450

| ANALYSIS FUNCTIONS | SORT OPTIONS                     | LEVEL UP<br>LEVEL DOWN | BACK       | BASE ANALYSIS |                      |                        |                            | PROFILES     |          |          |        |
|--------------------|----------------------------------|------------------------|------------|---------------|----------------------|------------------------|----------------------------|--------------|----------|----------|--------|
|                    |                                  |                        |            | ↑             | TAKEN FROM HIERARCHY | START<br>WEEK 19       | END<br>WEEK 24             | OPTION 1     | OPTION 2 | OPTION 3 |        |
| SKU NUMBER         | SKU DESCRIPTION                  | NET COST (UNIT)        | OSP (UNIT) | VAT (%)       | S.O.H. (UNITS)       | SALES ADJUSTED ACTUALS | CONTRACTED STOCK (INC SOO) | COMMIT -MENT | SALES    | PROFILE  | RE-BUY |
| 20988272           | SIZZLER SET: NO COL:NO SIZE      | 6.32                   | 12.00      | 14.0          | 2060                 | 1080.4                 | 932                        |              | 11       |          |        |
| 21019915           | BOOK SETS:INDIAN:ONE SIZE        | 3.77                   | 7.00       | 0.0           | 6738                 | 282.9                  | 297                        |              | 11       |          |        |
| 21019914           | BOOK SETS:FRENCH:ONE SIZE        | 3.77                   | 7.00       | 0.0           | 3079                 | 212.8                  | 205                        |              | 11       |          |        |
| 21019913           | BOOK SETS:ITALIAN:ONE SIZE       | 3.77                   | 7.00       | 0.0           | 3939                 | 327.6                  | 320                        |              | 11       |          |        |
| 20998781           | TORTILLA WARMER:NO COL:ONE SIZE  | 7.30                   | 14.00      | 11.0          | 1029                 | 292.2                  | 278                        |              | 11       |          |        |
| 20998937           | BAMBOO SATAY SET:NO COL:ONE SIZE | 4.12                   | 8.00       | 9.2           | 1019                 | 156.2                  | 186                        |              | 11       |          |        |
| 20998838           | CHINESE DIP SET:NO COL:ONE SIZE  | 6.02                   | 10.00      | 17.5          | 2335                 | 266.5                  | 348                        |              | 11       |          |        |
| 21003306           | NAAN SET:NO COL:ONE SIZE         | 6.27                   | 12.00      | 10.0          | 736                  | 72.6                   | 74                         |              | 11       |          |        |
| 20998934           | THAI TRAY:NO COL:ONE SIZE        | 7.55                   | 15.00      | 9.1           | 1359                 | 204.8                  | 206                        |              | 11       |          |        |
| 21003302           | RICE STEAMER:NO COL:ONE SIZE     | 6.86                   | 12.00      | 15.0          | 1016                 | 323.6                  | 379                        |              | 11       |          |        |
| 20875492           | GARLIC BOOK SET:NO COL:ONE SIZE  | 4.82                   | 9.00       | 0.0           | 3103                 | 434.7                  | 394                        |              | 11       |          |        |
|                    | CIABATTA SET:NO COLOUR:NO SIZE   | 6.45                   | 12.00      | 0.0           | 170                  | 8.1                    | 0                          |              | 11       |          |        |

451

453

455

457

Fig. 15

**Fig. 16**

470

| SALES PROFILES |           |                    |                       |                         |                    |                      |                      |                |                          |                       |                |                      |
|----------------|-----------|--------------------|-----------------------|-------------------------|--------------------|----------------------|----------------------|----------------|--------------------------|-----------------------|----------------|----------------------|
| NAME<br>NUMBER | TEST<br>1 | TRICEP<br>BAR<br>2 | SKIPPING<br>ROPE<br>3 | AEROBIC<br>WEIGHTS<br>4 | CAST<br>DISCS<br>5 | ABDOMONI<br>SER<br>6 | EXERCISE<br>MAT<br>7 | HAND BARS<br>8 | FISHING<br>UMBRELLA<br>9 | FREE<br>WEIGHTS<br>10 | RUCKSACK<br>11 | FISHING<br>NET<br>12 |
| 1              | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 2              | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 3              | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 4              | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 5              | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 6              | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 7              | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 8              | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 9              | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 10             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 11             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 12             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 13             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 14             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 15             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 16             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 17             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 18             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 19             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 430.0          | 700.0                    | 0.0                   | 270.0          | 0.0                  |
| 20             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 760.0                |
| 21             | 0         | 0.0                | 0.0                   | 0.0                     | 1610.0             | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 22             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 23             | 0         | 430.0              | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 24             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 25             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 26             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 27             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |
| 28             | 0         | 0.0                | 0.0                   | 0.0                     | 0.0                | 0.0                  | 0.0                  | 0.0            | 0.0                      | 0.0                   | 0.0            | 0.0                  |

Fig. 17

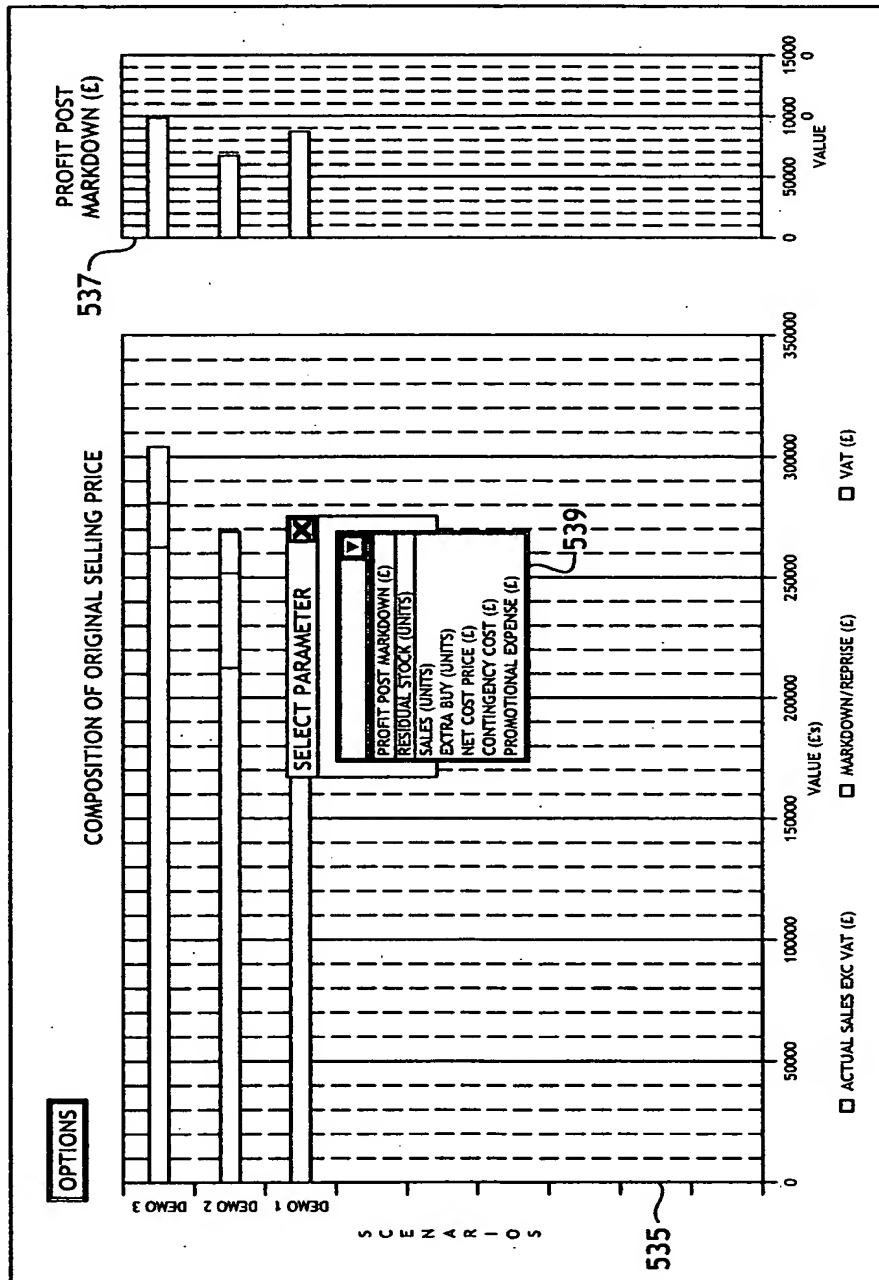
480

| NAME<br>NUMBER<br>FIXED<br>COST | MARKDOWN PROFILE |             |      |  |                |             |      |  |                |             |      |  |
|---------------------------------|------------------|-------------|------|--|----------------|-------------|------|--|----------------|-------------|------|--|
|                                 | FULL PRICE<br>1  |             |      |  | PROMOTION<br>2 |             |      |  | CLEARANCE<br>3 |             |      |  |
|                                 | PRICE (-VE)      | SALES (+VE) | SCM? |  | PRICE (-VE)    | SALES (+VE) | SCM? |  | PRICE (-VE)    | SALES (+VE) | SCM? |  |
| TYPE                            |                  |             |      |  |                |             |      |  |                |             |      |  |
| 1                               | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 2                               | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 3                               | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 4                               | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 5                               | 0                | 0           |      |  | 5              | 10          |      |  | 0              | 0           |      |  |
| 6                               | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 7                               | 0                | 0           |      |  | 10             | 13          |      |  | 0              | 0           |      |  |
| 8                               | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 9                               | 0                | 0           |      |  | 15             | 15          |      |  | 0              | 0           |      |  |
| 10                              | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 11                              | 0                | 0           |      |  | 20             | 18          |      |  | 0              | 0           |      |  |
| 12                              | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 13                              | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 14                              | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 15                              | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 16                              | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 17                              | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 18                              | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 19                              | 0                | 0           |      |  | 20             | 18          | Y    |  | 50             | 50          |      |  |
| 20                              | 0                | 0           |      |  | 20             | 18          |      |  | 50             | 50          |      |  |
| 21                              | 0                | 0           |      |  | 0              | 0           |      |  | 50             | 50          |      |  |
| 22                              | 0                | 0           |      |  | 0              | 0           |      |  | 50             | 50          |      |  |
| 23                              | 0                | 0           |      |  | 0              | 0           |      |  | 50             | 50          |      |  |
| 24                              | 0                | 0           |      |  | 0              | 0           |      |  | 50             | 50          |      |  |
| 25                              | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 26                              | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 27                              | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |
| 28                              | 0                | 0           |      |  | 0              | 0           |      |  | 0              | 0           |      |  |

Fig. 18



| ANALYSIS<br>FUNCTIONS                 | SORT<br>OPTIONS | LEVEL UP   |  | BACK | 511                 |                               |                               | 513            |                              |                            | 515  |                            |            | 520               |                                   |                           |     |  |
|---------------------------------------|-----------------|------------|--|------|---------------------|-------------------------------|-------------------------------|----------------|------------------------------|----------------------------|--|----------------------------|------------|-------------------|-----------------------------------|---------------------------|-----|--|
|                                       |                 | LEVEL DOWN |  |      |                     |                               |                               |                |                              |                            |  |                            |            |                   |                                   |                           |     |  |
| SKU NUMBER SKU DESCRIPTION            |                 |            |  |      | OPTION 1<br>PROFILE | OPTION 2<br>RE-BUY<br>PROFILE | OPTION 3<br>RE-BUY<br>PROFILE | SALES @<br>OSP | MARKDOWN<br>/REPRICE<br>COST | ACTUAL<br>SALES INC<br>VAT | NET COST<br>PRICE<br>VALUE   | PROFIT<br>POST<br>MARKDOWN | UNITS SOLD | RESIDUAL<br>STOCK | CLEARANCE<br>MARKDOWN<br>IN STOCK | TOTAL<br>STOCK<br>DEFICIT |     |  |
|                                       |                 |            |  |      | 1                   | 2                             | 3                             | £222,335       | £0                           | £222,335                   | £119,225   | £85,774                    | 21,678     | 14,349            | £0                                | 4,403                     |     |  |
| 20988272 SIZZLER SET: NO COL:NO       |                 |            |  |      | 1                   | 0                             | 2                             | 53520          | 0                            | 53520                      | 28172  | 18775                      | 4460       | 0                 | 0                                 | 3,277                     |     |  |
| 21019915 BOOK SETS:INDIAN:ONE         |                 |            |  |      | 1                   | 0                             | 2                             | 13176          | 0                            | 13176                      | 7099   | 6077                       | 1882       | 4580              | 0                                 | 0                         |     |  |
| 21019914 BOOK SETS:FRENCH:ONE         |                 |            |  |      | 1                   | 0                             | 2                             | 10668          | 0                            | 10668                      | 5748   | 4920                       | 1524       | 2794              | 0                                 | 0                         |     |  |
| 21019913 BOOK SETS:ITALIAN:ONE        |                 |            |  |      | 1                   | 0                             | 2                             | 16422          | 0                            | 16422                      | 8848   | 7574                       | 2346       | 4116              | 0                                 | 0                         |     |  |
| 20998781 TORTILLA WARMER:NO C         |                 |            |  |      | 1                   | 0                             | 2                             | 29291          | 0                            | 29291                      | 15283  | 11105                      | 2092       | 725               | 0                                 | 0                         |     |  |
| 20998937 BAMBOO SATAY SET:NO          |                 |            |  |      | 1                   | 0                             | 2                             | 8948           | 0                            | 8948                       | 4606   | 3588                       | 1118       | 603               | 0                                 | 0                         |     |  |
| 20998932 CHINESE DIP SET:NO COL       |                 |            |  |      | 1                   | 0                             | 2                             | 19083          | 0                            | 19083                      | 11479  | 4762                       | 1908       | 571               | 0                                 | 0                         |     |  |
| 20998838 NAAN SET:NO COL:ONE S        |                 |            |  |      | 1                   | 0                             | 2                             | 6241           | 0                            | 6241                       | 3260   | 2414                       | 520        | 347               | 0                                 | 0                         |     |  |
| 21003306 THAI TRAY:NO COL:ONE         |                 |            |  |      | 1                   | 0                             | 2                             | 22000          | 0                            | 22000                      | 11074  | 9031                       | 1467       | 138               | 0                                 | 0                         |     |  |
| 20998934 RICE STEAMER:NO COL:O        |                 |            |  |      | 1                   | 0                             | 2                             | 14280          | 0                            | 14280                      | 8279   |                            |            |                   |                                   | 1,127                     |     |  |
| 21003302 GARLIC BOOK SET:NO CO        |                 |            |  |      | 1                   | 0                             | 2                             | 28013          | 0                            | 28013                      |  |                            |            |                   |                                   | 0                         |     |  |
| 20875492 CIABATTA SET:NO COLOU        |                 |            |  |      | 1                   | 0                             | 2                             | 692            | 0                            | 692                        |  |                            |            |                   |                                   | 0                         |     |  |
| 503                                   |                 |            |  |      | 511a                |                               |                               | 515b           | 521                          | 523                        | 525  |                            |            | 527               |                                   |                           | 529 |  |
| 505                                   |                 |            |  |      | 511b                |                               |                               | 515a           | 513b                         | 500                        |  |                            | 501        |                   |                                   |                           |     |  |
| HIERARCHY LEVEL<br>NUMBER/DESCRIPTION |                 |            |  |      | 513a                |                               |                               | 500            |                              |                            | OUTPUT KPIS, INCLUDING PROFIT, SALES, COST OF<br>MARKDOWN AND RESIDUAL STOCK |                            |            |                   |                                   |                           |     |  |



**Fig. 20**

550

| ANALYSIS<br>FUNCTIONS | SORT<br>OPTIONS                  | LEVEL UP<br>LEVEL DOWN | BACK              | RISK ANALYSIS       |                    |                     |                      |                             |                            |                                |                               |                            |                            | <div style="display: flex; justify-content: space-around; align-items: center;"> <span>↩</span> <span>↲</span> </div> |  |
|-----------------------|----------------------------------|------------------------|-------------------|---------------------|--------------------|---------------------|----------------------|-----------------------------|----------------------------|--------------------------------|-------------------------------|----------------------------|----------------------------|---|--|
|                       |                                  |                        |                   | SORTED AS IMPORTED  |                    |                     |                      |                             |                            |                                |                               |                            |                            |   |  |
| SKU NUMBER            | SKU DESCRIPTION                  | COMMIT<br>-MENT        | PROFILES<br>SALES | OPTION 1<br>PROFILE | OPTION 2<br>RE-BUY | OPTION 3<br>PROFILE | SALES RISK<br>RE-BUY | SALES RISK<br>WORST<br>(-%) | SALES RISK<br>BEST<br>(+%) | MARKDOWN RISK<br>WORST<br>(-%) | MARKDOWN RISK<br>BEST<br>(+%) | ACTUAL<br>SALES<br>INC VAT | PROFIT<br>POST<br>MARKDOWN | WORST CASE<br>UNITS<br>SOLD   |  |
| 20988272              | SIZZLER SET: NO COL:NO SIZE      | 0                      | 11                | 1                   | 0                  | 2                   | 1                    | 3500                        |                            |                                |                               | £0                         | £0                         | 0   |  |
| 21019915              | BOOK SETS:INDIAN:ONE SIZE        | 0                      | 11                | 1                   | 0                  | 2                   | 1                    | 5                           |                            |                                |                               |                            |                            |   |  |
| 21019914              | BOOK SETS:FRENCH:ONE SIZE        | 0                      | 11                | 1                   | 0                  | 2                   | 5                    |                             |                            |                                |                               |                            |                            |   |  |
| 21019913              | BOOK SETS:ITALIAN:ONE SIZE       | 0                      | 11                | 1                   | 0                  | 2                   | 5                    |                             |                            |                                |                               |                            |                            |   |  |
| 20998781              | TORTILLA WARMER:NO COL:ONE SIZE  | 0                      | 11                | 1                   | 0                  | 2                   | 1                    |                             |                            |                                |                               |                            |                            |   |  |
| 20998937              | BAMBOO SATAY SET:NO COL:ONE SIZE | 0                      | 11                | 1                   | 0                  | 2                   | 1                    |                             |                            |                                |                               |                            |                            |   |  |
| 20998932              | CHINESE DIP SET:NO COL:ONE SIZE  | 0                      | 11                | 1                   | 0                  | 2                   | 1                    |                             |                            |                                |                               |                            |                            |   |  |
| 20998838              | NAAN SET:NO COL:ONE SIZE         | 0                      | 11                | 1                   | 0                  | 2                   | 1                    |                             |                            |                                |                               |                            |                            |   |  |
| 21003306              | THAI TRAY:NO COL:ONE SIZE        | 0                      | 11                | 1                   | 0                  | 2                   | 1                    |                             |                            |                                |                               |                            |                            |   |  |
| 20998934              | RICE STEAMER:NO COL:ONE SIZE     | 0                      | 11                | 1                   | 0                  | 2                   | 1                    |                             |                            |                                |                               |                            |                            |   |  |
| 21003302              | GARLIC BOOK SET:NO COL:ONE SIZE  | 0                      | 11                | 1                   | 0                  | 2                   | 1                    |                             |                            |                                |                               |                            |                            |   |  |
| 20875492              | CIABATTA SET:NO COLOUR:NO SIZE   | 0                      | 11                | 1                   | 0                  | 2                   | 1                    |                             |                            |                                |                               |                            |                            |   |  |

RISK ANALYSIS CONTROL

MARKDOWN

STOCK

SALES

PERFORM RISK ANALYSIS

DONE

553

551

Fig. 21

| ANALYSIS<br>FUNCTIONS | SORT<br>OPTIONS                  | LEVEL UP<br>LEVEL DOWN      |       | BACK                | RISK ANALYSIS |                     |        |                     |        |                          |           |                             |           |                            | ↔                          |                             |
|-----------------------|----------------------------------|-----------------------------|-------|---------------------|---------------|---------------------|--------|---------------------|--------|--------------------------|-----------|-----------------------------|-----------|----------------------------|----------------------------|-----------------------------|
|                       |                                  | SORTED AS IMPORTED          |       |                     |               |                     |        |                     |        |                          |           | ↔                           | ↔         |                            |                            |                             |
| SKU NUMBER            | SKU DESCRIPTION                  | PROFILES<br>COMMIT<br>-MENT | SALES | OPTION 1<br>PROFILE | RE-BUY        | OPTION 2<br>PROFILE | RE-BUY | OPTION 3<br>PROFILE | RE-BUY | SALES RISK<br>WORST (-%) | BEST (+%) | MARKDOWN RISK<br>WORST (-%) | BEST (+%) | ACTUAL<br>SALES<br>INC VAT | PROFIT<br>POST<br>MARKDOWN | WORST CASE<br>UNITS<br>SOLD |
| 20988272              | SIZZLER SET: NO COL:NO SIZE      | 0                           | 11    | 1                   | 0             | 2                   | 1      | 3500                |        |                          |           |                             |           | £0                         | £0                         | 0                           |
| 21019915              | BOOK SETS:INDIAN:ONE SIZE        | 0                           | 11    | 1                   | 0             | 2                   | 5      |                     |        |                          |           |                             |           |                            |                            |                             |
| 21019914              | BOOK SETS:FRENCH:ONE SIZE        | 0                           | 11    | 1                   | 0             | 2                   | 5      |                     |        |                          |           |                             |           |                            |                            |                             |
| 21019913              | BOOK SETS:ITALIAN:ONE SIZE       | 0                           | 11    | 1                   | 0             | 2                   | 5      |                     |        |                          |           |                             |           |                            |                            |                             |
| 20998781              | TORTILLA WARMER:NO COL:ONE SIZE  | 0                           | 11    | 1                   | 0             | 2                   | 1      |                     |        |                          |           |                             |           |                            |                            |                             |
| 20998937              | BAMBOO SATAY SET:NO COL:ONE SIZE | 0                           | 11    | 1                   | 0             | 2                   | 1      |                     |        |                          |           |                             |           |                            |                            |                             |
| 20998932              | CHINESE DIP SET:NO COL:ONE SIZE  | 0                           | 11    | 1                   | 0             | 2                   | 1      |                     |        |                          |           |                             |           |                            |                            |                             |
| 20998838              | NAAN SET:NO COL:ONE SIZE         | 0                           | 11    | 1                   | 0             | 2                   | 1      |                     |        |                          |           |                             |           |                            |                            |                             |
| 21003306              | THAI TRAY:NO COL:ONE SIZE        | 0                           | 11    | 1                   | 0             | 2                   | 1      |                     |        |                          |           |                             |           |                            |                            |                             |
| 20998934              | RICE STEAMER:NO COL:ONE SIZE     | 0                           | 11    | 1                   | 0             | 2                   | 1      |                     |        |                          |           |                             |           |                            |                            |                             |
| 21003302              | GARLIC BOOK SET:NO COL:ONE SIZE  | 0                           | 11    | 1                   | 0             | 2                   | 1      |                     |        |                          |           |                             |           |                            |                            |                             |
| 20875492              | CIABATTA SET:NO COLOUR:NO SIZE   | 0                           | 11    | 1                   | 0             | 2                   | 1      |                     |        |                          |           |                             |           |                            |                            |                             |

**RISK ANALYSIS**

ERROR TEST

SALES (%)

UPLIFT (%)

WORST 20 BEST 10

OK CANCEL

555

**Fig. 22**